

CLAIMS

- 5 1. A system for, broadcasting inter-programme and/or intra-programme advertisements to a viewing or listening audience, characterised in that the system comprises:
- means for obtaining real audience profiles;
 - means for matching a given advertisement's target audience profile to said real audience profile; and
 - 10 - means for dictating not only that certain advertisements shall be broadcast only between and/or during certain programmes but also that certain individual members of, or groups of members within, the programme-receiving audience may receive one advertisement, during and/or between certain programmes, whilst other audience members or member groups receive a different advertisement, in one or more of the same respective advert
 - 15 'slots', whilst watching or listening to the same broadcast.
- 20 2. A system according to claim 1, wherein the system stores further information such as program buyer profile, time of broadcast and/or nature of broadcast and utilises an interface between the real audience profiles data stored and said further information to select appropriate advertisements.
- 25 3. A system according to any of the preceding claims, wherein the system further comprises means allowing the viewer or listener to interact during an advertisement, means which store data as part of the audience profile to record any such interaction and means which may be set to trigger the release of further similarly classified advertisements to the viewer or listener.
- 30 4. A system according to any of the preceding claims, wherein during a given broadcast with a plurality of advertisement breaks, the system is adapted to record for an individual audience the series of advertisements delivered during an initial break and then adjust the content of the following series of advertisements delivered during a subsequent break.

5. A system according to any of the preceding claims, wherein during a given broadcast on a given channel with a plurality of advertisement breaks, the system is adapted to record for an individual audience whether the viewer switches to another channel during the break and the system comprises means to calculate which channel he or she is likely to switch to and tailor the advertisement delivered to said most probable channel to correspond to the audience in question.

6. A system according to any preceding claim, wherein the information identified such as the real audience profiles is stored remotely from the viewer/listener receiver units.

7. A system substantially as hereinbefore described with reference to and/or as illustrated in any appropriate combination of the accompanying text and/or figures.